CHAPTER V

CONCLUSION AND SUGESSTION

This chapter presents the conclusion of designing traveling video to promote Bidadari waterfall as a tourism destination in South Sumatera and also suggestion.

5.1 Conclusion

Bidadari waterfall needs promotion. Most of people do not know about this waterfall. Video is a good promotional media (Akhtar : 2015). It can use as media to promote Bidadari waterfall. In this case, video that used is traveling video. It contains the trip start from Palembang to Bidadari waterfall, in Karang Dalam village, Lahat.

Traveling video is designed as interesting as possible to attract viewers. There are 3 processes to make this video. They are pre-production, production, and post production. In production process the writer got about 112 videos, started from Palembang to Bidadari waterfall. There are 86 videos, 10 songs, and 1 video gotten from Lahat tourism advertising by Ping-Pong Production to be collected for data draft before edit.

The result of video editing shows there are 7 scanes, completed by 82 shots from video in production process and 1 video from Lahat tourism advertising and also 7 songs as its back sound. There is also the narration of information the video. It comes along with the sound of dubbing. The duration is about 7 minute. It was done by the writer and video editor to fulfill the right process in designing this traveling video. In addition, the traveling video can be used to attract tourist to visit the Bidadari waterfall as a tourism destination.

5.2 Suggestion

The writer suggests that it is better for the government develop tourist destinations such as Biadadari waterfall because this place has good potential that can be attract tourist to come to Lahat especially to Bidadari waterfall. The writer

also suggest to villager of Karang Dalam village to keep the beauty of Bidadari waterfall. They can also cooperate with Lahat government to develop the access, accommodation, and facilities of Bidadari waterfall.